



Word Mark THE BAD ASS COFFEE CO.

Goods and Services IC 006. US 002 012 013 014 023 025 050. G & S: [non-luminous and non-mechanical metal signs,]metal key rings. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 016. US 002 005 022 023 029 037 038 050. G & S: bumper stickers, decals. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 021. US 002 013 023 029 030 033 040 050. G & S: mugs, shot glasses. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 025. US 022 039. G & S: t-shirts, tank tops, thongs, hats. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 030. US 046. G & S: coffee, candy, cocoa mixes. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 034. US 002 008 009 017. G & S: cigars. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

IC 043. US 100 101. G & S: coffee bar services. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 03.05.02 - Burros; Donkeys; Jackass; Mules
 03.05.24 - Stylized horses, donkeys, zebras
 05.01.03 - Palm trees
 05.01.10 - More than one tree or bush; thicket; group of trees; Thicket
 19.01.25 - Bags, bowling; Bags, camera; Boot bags, ski; Bowling bags; Cosmetic cases; Doctor's bags; Hat boxes; Medical bags; Saddle bags; Tote bags
 24.09.07 - Advertising, banners; Banners
 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
 26.01.21 - Circles that are totally or partially shaded.
 26.13.21 - Quadrilaterals that are completely or partially shaded
 26.13.25 - Quadrilaterals with one or more curved sides
 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Serial Number 78457364

Filing Date July 27, 2004

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 21, 2005

Registration Number 2995294

Registration Date September 13, 2005

Owner (REGISTRANT) Bad Ass Coffee Company of Hawaii, Inc. CORPORATION UTAH 155 West Malvern Avenue

EXHIBIT G

Salt Lake City UTAH 84105

**Attorney of
Record**

Bruce R. Needham

**Prior
Registrations**

2172067;2194520;2194521;AND OTHERS

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Coffee Co." APART FROM THE MARK AS SHOWN

**Description
of Mark**

The color(s) Yellow, orange, grey, brown, black is/are claimed as a feature of the mark. The mark consists of an ass with a grey body and black hair carrying a brown sack surrounded by a circle shaded from yellow to green from top to bottom and having green palms on top of the circle, the stylized lettering shaded from yellow to orange from top to bottom.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20151019.

Renewal 1ST RENEWAL 20151019

**Live/Dead
Indicator** LIVE

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